



2014 TEXAS TOURISM REGION AND MSA VISITOR PROFILE

BIG BEND REGION

MSAs:

El Paso

Odessa

Midland



Year-End 2014 Texas Tourism Regions and MSA Profile

BIG BEND REGION



Jeffrey Eslinger

Director, Account Services

D. K. Shifflet & Associates, Ltd.

1750 Old Meadow Rd, Suite 620

McLean, Virginia 22102

Tel.: +1.703.536.8500 www.dksa.com

Table of Contents

4	●	Objectives
5	●	Big Bend Region
7-8		Big Bend Region Executive Summary
9-14		Big Bend Region Data Tables
15	●	El Paso, TX MSA
16-17		El Paso, TX MSA Executive Summary
18-23		El Paso, TX MSA Data Tables
24	●	Odessa, TX MSA
25-26		Odessa, TX MSA Executive Summary
27-32		Odessa, TX MSA Data Tables
33	●	Midland, TX MSA
34-35		Midland, TX MSA Executive Summary
36-41		Midland, TX MSA Data Tables
42	●	Appendix
43-45		User's Guide
46		Statistical References
47		Research Methodology

Objectives of this report...

The objective of this report is to provide comprehensive and reliable travel information for each of Texas' seven Tourism Regions and individual Metropolitan Statistical Areas (MSAs) within each Tourism Region. An MSA is a geographical region defined by the U.S. Office of Management and Budget (OMB) as one or more counties having a large central population area and being related to the central population area by economic, geographic, and other factors. Not every Texas county is in an MSA.

How to read this report

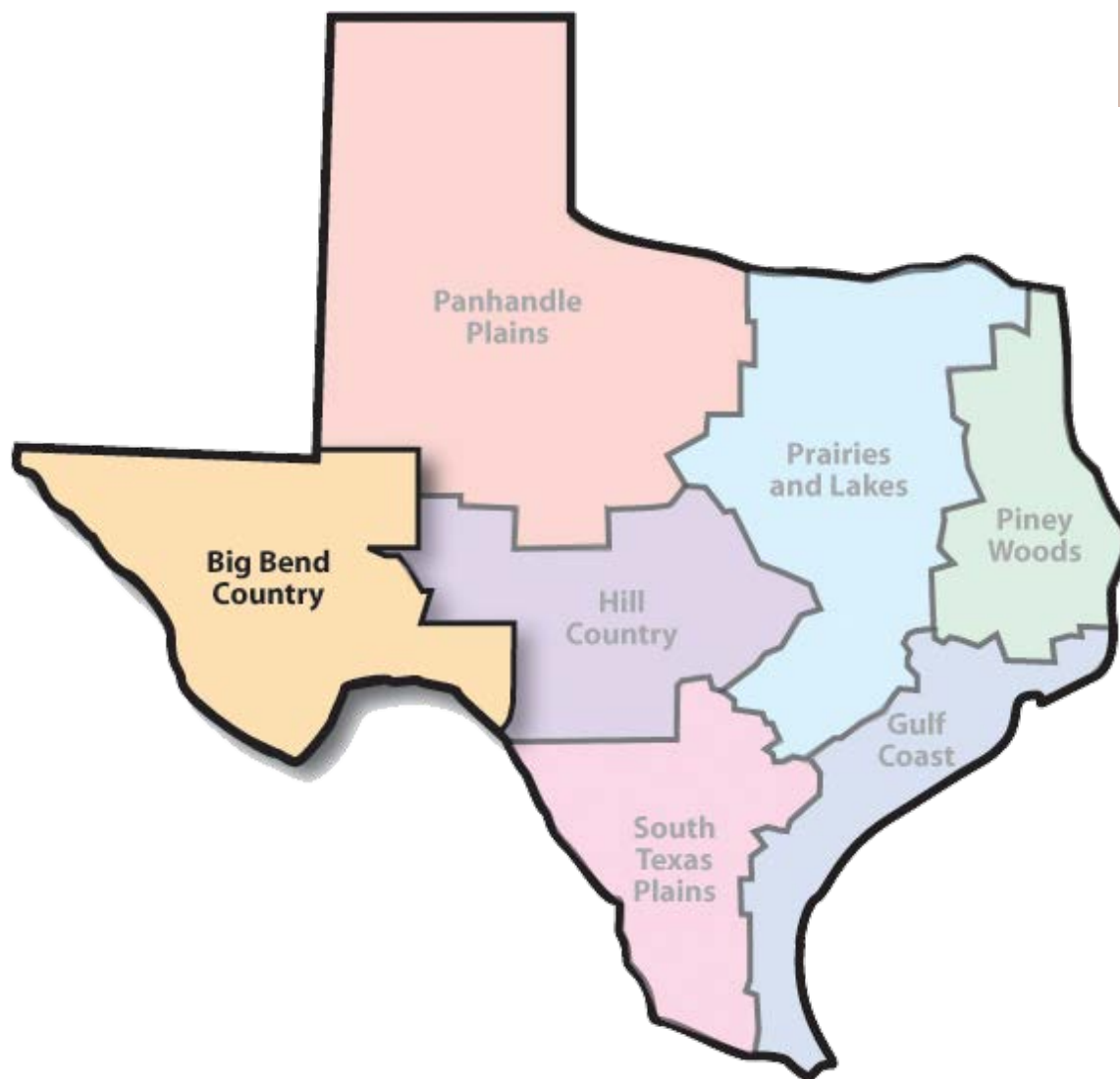
The data are presented in a user-friendly manner to allow decision makers to fully understand travel patterns in their market and to help them design specific strategies for their product.

The data are made available by D.K. Shifflet and Associates, Ltd, through its *DIRECTIONS* syndicated traveler tracking system. It provides an accurate representation of domestic travel patterns to Texas' Tourism Regions and MSAs.

Data

Big Bend Tourism Region Profile

Big Bend Tourism Region



Big Bend Region Executive Summary

Highlights of Visitors to the Big Bend Region

- Texans generated 51% of Person-Days to the Big Bend Region; Non-Texans 49%
- Top 3 Texan origin DMAs (Houston, Dallas-Fort Worth, Odessa-Midland); Non-Texan DMAs (Oklahoma City, OK, Colorado Springs-Pueblo, CO, Albuquerque-Santa Fe, NM)
- Leisure travel represented 44% of Person-Days to the Big Bend Region; Vacation 4.2% and Non-Vacation 39.9%
- Business travel represented 56% of Person-Days to the Big Bend Region; Meetings 11.4% and Transient 44.6%
- Activity categories participated: Attractions 8.2%, Culture 15.8%, Family/Life Events 25.1%, Libation/Culinary 11.9%, Nature 8.2%, Outdoor Sports 6.0%, General 47.7%
- Average Party Size (Adults and Children) 1.57 persons
- Average Length of Stay was 2.66 days (overnight and days); 3.56 nights (overnight only).
- 72.6% traveled by Auto; 26.8% by Air
- Average distance traveled 584 miles
- Accommodation Type: Paid 60.8%; Non-Paid 38.0%; Other Overnight 1.1%
- Average Per Person Per Day Spending \$129.60
- Average Age 44 years
- Average Household Income \$96,033
- Employment: Employed 71.4%, Retired 10.7%, Not Employed 17.9%
- Marital Status: Married 67.7%, Never Married 24.5%, Divorced/Widowed 7.8%
- Children in Household: Yes 35.4%, No 64.6%

Big Bend Region Executive Summary

Volume/Share

The Big Bend Region contains the following MSAs:
El Paso, Odessa, Midland

The number of Person-Stays to the Big Bend Region was estimated at 7.53 million in 2014, and the volume of Person-Days was estimated at 18.12 million.

The Big Bend Region's share of total Person-Days to Texas ranked 7 out of the 7 Texas Tourism Regions.

Big Bend Volume (millions)

Person-Days	Total	Leisure	Business
2014	18.12	8.75	9.37
2013	16.94	8.09	8.85
2012	16.48	8.74	7.75
Person-Stays	Total	Leisure	Business
2014	7.53	3.61	3.92
2013	7.00	3.71	3.28
2012	6.76	3.64	3.12

Big Bend Share of Texas Tourism

Person-Days	Total	Leisure	Business
2014	4.2	2.6	7.9
2013	3.0	1.7	6.2
2012	4.2	2.5	7.9

Big Bend Tourism Region

REGION			REGION		
Top Origin DMAs (Person-Days)			Top Origin DMAs (Person-Days)		
In State DMAs			Out-of-State DMAs		
Total Texans (Intrastate)			Total Non-Texans (Interstate)		
		50.8%			49.2%
	Houston	10.6%		Oklahoma City, OK	8.9%
	Dallas-Fort Worth	10.2%		Colorado Springs-Pueblo, CO	4.9%
	Odessa-Midland	7.5%		Albuquerque-Santa Fe, NM	4.5%
	San Antonio	7.0%		Phoenix, AZ	4.4%
	El Paso	6.0%		Wilkes Barre-Scranton, PA	3.2%
	Austin	3.3%		Washington, DC (Hagerstown, MD)	3.2%
	Abilene-Sweetwater	1.6%		Knoxville, TN	1.9%
	San Angelo	1.2%		New York, NY	1.8%

Big Bend Tourism Region

REGION		REGION	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	44.0%	Total Business	56.0%
Vacation	4.2%	Meetings	11.4%
General Vacation-Overnight	2.1%	Seminar/Training	4.4%
Getaway Weekend-Overnight	1.6%	Convention	0.2%
Day Trip Vacation/Getaway	0.4%	Other Group Meeting	6.7%
Non-Vacation	39.9%	Transient	44.6%
Visit Friend/Relative	23.8%	Sales/Purchasing	8.8%
Special Event (celebration, reunion)	5.1%	Consulting/Client Service	7%
Medical/Health Care	4.4%	Inspection/Audit	6.1%
Convention/Show/Conference	0.2%	Construction/Repair	4.3%
Seminar/Class/Training (personal)	0.1%	Government/Military	1.8%
Other Leisure/Personal	6.3%	Other Business	16.6%

Big Bend Tourism Region

REGION			REGION		
Activities Summary (Stays)					
Attractions (Net)		8.2%	Nature (Net)		8.2%
Nightlife (bar, nightclub, etc.)		2%	Parks (national/state, etc)		7.2%
Professional Sports Event		1.8%	Eco/Sustainable Travel		1.9%
Amateur Sports (attend/participate)		1.7%	Wildlife Viewing (birds, whales etc.)		1.8%
Culture (Net)		15.8%	Outdoor Sports (Net)		6.0%
Movies		5.8%	Fishing		3.1%
Historic Sites		5.6%	Hiking		2.5%
Touring/Sightseeing		4.3%	Hunting		1.8%
Family/Life Events (Net)		25.1%	General (Net)		47.7%
Visit Friends/Relatives (general visit)		13.9%	Business		23.2%
Personal Special Event (Anniversary, Birthday)		4.5%	Shopping		18.6%
Funeral/Memorial		4.5%	Medical/Health/Doctor Visit		4.2%
Libation/Culinary (Net)		11.9%	Trip Party Composition (Trip-Days)		
Culinary/Dining Experience		11.8%	Avg. Party Size (Adults and Children)		1.57 persons
Winery/Distillery/Brewery Tours		0.2%	One Male Only		47.2%
			One Female Only		18.7%
			One Male and One Female		14.5%
			Two Male and Two Females		5.5%
			Three or More Adults		4.6%
			Adults with Children		9.5%

Big Bend Tourism Region

REGION			REGION		
Length of Stay (Stays)			Accommodation Type (Person-Days)		
Average Length (Incl. Days)	2.66	days	Paid Accommodations		60.8%
Average Length (Overnight Only)	3.56	nights	Hotel/Motel		58.6%
Day –Trips	46.3%		High-End		15.0%
1-3 Nights	38.3%		Mid-Level		27.0%
4-7 Nights	9.4%		Economy		8.8%
8+ Nights	6.0%		Other Hotel/Motel		7.8%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel		2.2%
Air	26.8%		Non-Paid Accommodations		38.0%
Auto Travel (Net)	72.6%		Other Overnight		1.1%
Other Transportation (Net)	0.6%				
Bus	0.6%				
Train	0.0%				
Other	0.0%				
Distance Traveled One-Way from Home (Person-Days)					
Average Distance Traveled	584	miles			
250 Miles or Less	24.3%				
251-500 Miles	34.4%				
500-1000 Miles	22.8%				
1001 Miles or More	18.5%				

Big Bend Tourism Region

REGION		REGION	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	47.0%	Avg. Per Person Per Day Spending	\$129.60
Transportation - Excluding Airfare	24.3%	Transportation - Total	\$60.90
Transportation - Airfare	22.7%	Transportation - Excluding Airfare	\$31.50
Transportation - Rental Car	6.3%	Transportation - Airfare	\$104.70
Transportation - Other	18.0%	Transportation - Rental Car	\$49.00
Food	19.7%	Transportation - Other	\$23.40
Lodging - Total	18.7%	Food	\$25.50
Lodging - Room	18.5%	Lodging - Total	\$49.00
Lodging - Services	0.2%	Lodging - Room	\$49.50
Shopping	10.7%	Lodging - Services	\$0.80
Entertainment	2.8%	Shopping	\$13.90
Miscellaneous	1.1%	Entertainment	\$3.70
		Miscellaneous	\$1.50

Big Bend Tourism Region

REGION			REGION	
Demographic Profile (Person-Days)				
Average Age	44	Employment		
18-34 Years	32.8%	Employed	71.4%	
35-49 Years	32.8%	Retired	10.7%	
50-64 Years	21.1%	Not Employed	17.9%	
65+ Years	13.3%			
Marital Status				
Average HH Income (in \$1,000)	\$96,033	Married	67.7%	
Under \$25,000	7.6%	Never Married	24.5%	
\$25,000-\$49,999	18.8%	Divorced/Widowed	7.8%	
\$50,000-\$74,999	11.4%			
\$75,000-\$99,999	16.3%	Children in Household		
\$100,0000+	40.4%	Yes	35.4%	
		No	64.6%	

El Paso MSA

El Paso MSA Executive Summary

Highlights of Visitors to the El Paso MSA

- Texans generated 44% of Person-Days to the El Paso MSA; Non-Texans 56%
- Top 3 Texan origin DMAs (Houston, Dallas-Fort Worth, El Paso); Non-Texan DMAs (Phoenix, AZ, Albuquerque-Santa Fe, NM, Oklahoma City, OK)
- Leisure travel represented 37.1% of Person-Days to the El Paso MSA; Vacation 2.9% and Non-Vacation 34.2%
- Business travel represented 62.9% of Person-Days to the El Paso MSA; Meetings 19.3% and Transient 43.7%
- Activity categories participated: Attractions 17.1%, Culture 22.5%, Family/Life Events 32.7%, Libation/Culinary 14.3%, Nature 9.1%, Outdoor Sports 8.4%, General 54.3%
- Average Party Size (Adults and Children) 1.63 persons
- Average Length of Stay was 3.11 days (overnight and days); 3.52 nights (overnight only).
- 58.1% traveled by Auto; 40.7% by Air
- Average distance traveled 693miles
- Accommodation Type: Paid 63.7%; Non-Paid 35.9%; Other Overnight 0.4%
- Average Per Person Per Day Spending \$162.50
- Average Age 42.5 years
- Average Household Income \$83,217
- Employment: Employed 70.6%, Retired 8.7%, Not Employed 20.7%
- Marital Status: Married 63.7%, Never Married 33.4%, Divorced/Widowed 3.0%
- Children in Household: Yes 37.3%, No 62.7%

El Paso MSA Executive Summary

Volume/Share

The number of Person-Stays to the El Paso MSA was estimated at 3.12 million in 2014, and the volume of Person-Days was estimated at 8.42 million.

The El Paso MSA's share of total Person-Days to Texas ranked 9 out of 26 Texas MSAs.

El Paso, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2014	8.42	4.67	3.75
2012	8.06	3.61	4.45
2012	7.71	3.50	4.21
Person-Stays	Total	Leisure	Business
2014	3.12	1.71	1.41
2012	2.96	1.37	1.59
2012	2.83	1.30	1.53

El Paso, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2014	1.6%	0.8%	3.5%
2013	1.7%	0.8%	3.8%
2012	1.7%	1.1%	3.0%

El Paso MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	44.4%	Total Non-Texans (Interstate)	55.6%
Houston	15.7%	Phoenix, AZ	9.3%
Dallas-Fort Worth	13.7%	Albuquerque-Santa Fe, NM	6.8%
El Paso	9.4%	Oklahoma City, OK	4.1%
Austin	2.6%	Knoxville, TN	4.0%
Abilene-Sweetwater	1.6%	New York, NY	3.9%
Harlingen-Weslaco-Brownsville-McAllen	0.8%	Paducah, KY-Cape Girardeau, MO-Harrisburg-Mt. Vernon, IL	2.4%
Odessa-Midland	0.4%	Los Angeles, CA	2.4%
San Antonio	0.2%	Little Rock-Pine Bluff, AR	2.0%

El Paso MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	37.1%	Total Business	62.9%
Vacation	2.9%	Meetings	19.3%
Getaway Weekend-Overnight	1.5%	Seminar/Training	7.5%
General Vacation-Overnight	1.2%	Convention	0.5%
Day Trip Vacation/Getaway	0.1%	Other Group Meeting	11.2%
Non-Vacation	34.2%	Transient	43.7%
Visit Friend/Relative	23.9%	Sales/Purchasing	9.2%
Special Event (celebration, reunion)	4.2%	Consulting/Client Service	7.4%
Medical/Health Care	0.4%	Inspection/Audit	4.8%
Convention/Show/Conference	0.1%	Construction/Repair	4.8%
Seminar/Class/Training (personal)	0.0%	Government/Military	2.7%
Other Leisure/Personal	5.7%	Other Business	14.6%

El Paso MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	17.1%	Nature (Net)	9.1%
Professional Sports Event	4.6%	Parks (national/state, etc)	6.9%
Nightlife (bar, nightclub, etc.)	3.8%	Eco/Sustainable Travel	4.7%
Gambling (slots, cards, horses, etc.)	3.1%	Camping	2.2%
Culture (Net)	22.5%	Outdoor Sports (Net)	8.4%
Movies	10.4%	Fishing	4.6%
Touring/Sightseeing	7.6%	Hiking	4.5%
Historic Sites	6.4%	Hunting	4.4%
Family/Life Events (Net)	32.7%	General (Net)	54.3%
Visit Friends/Relatives (general visit)	18.9%	Business	27.1%
Personal Special Event (Anniversary, Birthday)	8.4%	Shopping	23.5%
Holiday Celebration (Thanksgiving, July 4th etc.)	4.8%	Medical/Health/Doctor Visit	5.3%
Libation/Culinary (Net)	14.3%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	14.3%	Avg. Party Size (Adults and Children)	1.63 persons
Winery/Distillery/Brewery Tours	0.2%	One Male Only	45.9%
		One Female Only	17.4%
		One Male and One Female	17.2%
		Two Male and Two Females	5.6%
		Three or More Adults	5.2%
		Adults with Children	8.6%

El Paso MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Days)	
Average Length (Incl. Days)	3.11	days	Paid Accommodations	63.7%
Average Length (Overnight Only)	3.52	nights	Hotel/Motel	63.4%
	Day –Trips	33.0%	High-End	28.5%
	1-3 Nights	43.2%	Mid-Level	28.4%
	4-7 Nights	17.8%	Economy	6.3%
	8+ Nights	5.9%	Other Hotel/Motel	0.2%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel	0.3%
	Air	40.7%	Non-Paid Accommodations	35.9%
	Auto Travel (Net)	58.1%	Other Overnight	0.4%
	Other Transportation (Net)	1.2%		
	Bus	1.2%		
	Train	0.0%		
	Other	0.0%		
Distance Traveled One-Way from Home (Person-Days)				
Average Distance Traveled	693	miles		
	250 Miles or Less	14.9%		
	251-500 Miles	18.8%		
	500-1000 Miles	43.2%		
	1001 Miles or More	23.2%		

El Paso MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	49.8%	Avg. Per Person Per Day Spending	\$162.50
Transportation - Excluding Airfare	20.9%	Transportation - Total	\$80.90
Transportation - Airfare	29.0%	Transportation - Excluding Airfare	\$33.90
Transportation - Rental Car	7.2%	Transportation - Airfare	\$118.70
Transportation - Other	13.7%	Transportation - Rental Car	\$53.10
Food	17.3%	Transportation - Other	\$22.30
Lodging - Total	18.4%	Food	\$28.20
Lodging - Room	18.2%	Lodging - Total	\$50.40
Lodging - Services	0.1%	Lodging - Room	\$51.20
Shopping	10.0%	Lodging - Services	\$0.60
Entertainment	3.3%	Shopping	\$16.20
Miscellaneous	1.2%	Entertainment	\$5.40
		Miscellaneous	\$1.90

El Paso MSA

MSA			MSA	
Demographic Profile (Person-Days)				
Average Age		42.5	Employment	
	18-34 Years	35.6%	Employed	70.6%
	35-49 Years	33.8%	Retired	8.7%
	50-64 Years	20.6%	Not Employed	20.7%
	65+ Years	10.0%		
Marital Status				
Average HH Income (in \$1,000)		\$83,217	Married	63.7%
	Under \$25,000	10.3%	Never Married	33.4%
	\$25,000-\$49,999	20.3%	Divorced/Widowed	3.0%
	\$50,000-\$74,999	22.5%		
	\$75,000-\$99,999	17.0%	Children in Household	
	\$100,0000+	29.9%	Yes	37.3%
			No	62.7%

Odessa, TX MSA

Odessa, TX MSA Executive Summary

Highlights of Visitors to the Odessa MSA

- Texans generated 92.8% of Person-Days to the Odessa MSA; Non-Texans 7.2%
- Top 3 Texan origin DMAs (Odessa-Midland, Dallas-Fort Worth, San Angelo); Non-Texan DMAs (Fresno-Visalia, CA, Sacramento-Stockton-Modesto, CA) —small sample, use with caution
- Leisure travel represented 53.8% of Person-Days to the Odessa MSA; Vacation 0.0% and Non-Vacation 53.8%
- Business travel represented 46.2% of Person-Days to the Odessa MSA; Meetings 17.9% and Transient 28.2%
- Activity categories participated: Attractions 3.0%, Culture 1.0%, Family/Life Events 11.8%, Libation/Culinary 7.6%, Nature 3.0%, Outdoor Sports 0.0%, General 42.3%
- Average Party Size (Adults and Children) 1.58 persons
- Average Length of Stay was 1.03 days (overnight and days); 1.5 nights (overnight only).
- 95.8% traveled by Auto; 4.1% by Air
- Average distance traveled 254miles
- Accommodation Type: Paid 63.1%; Non-Paid 36.9%; Other Overnight 0.0%
- Average Per Person Per Day Spending \$127.50
- Average Age 52.6 years
- Average Household Income \$115,146
- Employment: Employed 73.9%, Retired 8.1%, Not Employed 17.9%
- Marital Status: Married 76.5%, Never Married 21.4%, Divorced/Widowed 2.1%
- Children in Household: Yes 49.8%, No 50.2%

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Odessa MSA was estimated at 0.96 million in 2014, and the volume of Person-Days was estimated at 1.58 million.

The Odessa MSA's share of total Person-Days to Texas ranked 26 out of 26 Texas MSAs.

Odessa, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2014	1.58	0.55	1.03
2013	1.50	0.99	0.51
2012	1.68	1.11	0.57
Person-Stays	Total	Leisure	Business
2014	0.96	0.38	0.57
2012	0.86	0.53	0.33
2012	0.95	0.65	0.30

Odessa, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2014	0.2%	0.2%	0.3%
2013	0.2%	0.1%	0.3%
2012	0.3%	0.4%	0.1%

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	92.8%	Total Non-Texans (Interstate)	7.2%
Odessa-Midland	26.8%	Fresno-Visalia, CA	3.3%
Dallas-Fort Worth	18.4%	Sacramento-Stockton-Modesto, CA	1.4%
San Angelo	16.0%	Phoenix, AZ	1.0%
Shreveport	10.2%	Odessa-Midland, TX	0.5%
El Paso	9.4%	Chicago, IL	0.5%
Wichita Falls & Lawton	5.4%	Raleigh-Durham, NC	0.4%
Abilene-Sweetwater	3.2%	Nashville, TN	0.1%
Lubbock	2.6%	Anchorage, AK	0.0%

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	53.8%	Total Business	46.2%
Vacation	0.0%	Meetings	17.9%
Getaway Weekend-Overnight	0.0%	Convention	0.5%
General Vacation-Overnight	0.0%	Seminar/Training	0.0%
Day Trip Vacation/Getaway	0.0%	Other Group Meetings	17.5%
Non-Vacation	53.8%	Transient	28.2%
See Friend/Relative	32.5%	Sales/Purchasing	21.7%
Special Event	3.3%	Consulting/Client Service	5.1%
Medical/Health Care	2.2%	Inspection/Audit	1.4%
Convention/Show/Conference	0.1%	Construction/Repair	0.0%
Seminar, Class, Training (Personal)	0.0%	Government/Military	0.0%
Other Personal	15.6%	Other Business	0.0%

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	3.0%	Nature (Net)	3.0%
Nightlife (bar, nightclub, etc.)	2.9%	Parks (national/state, etc)	3.0%
Theme/Amusement/Water Parks	0.1%	Camping	0.0%
Amateur Sports (attend/participate)	0.0%	Eco/Sustainable Travel	0.0%
Culture (Net)	1.0%	Outdoor Sports (Net)	0.0%
Concerts/Theatre/Dance etc.	1.0%	Biking	0.0%
Movies	0.0%	Boating/Sailing	0.0%
Historic Sites	0.0%	Extreme/Adventure Sports	0.0%
Family/Life Events (Net)	11.8%	General (Net)	42.3%
Visit Friends/Relatives (general visit)	11.4%	Shopping	35.6%
Funeral/Memorial	0.4%	Business	6.0%
Personal Special Event (Anniversary, Birthday)	0.1%	Medical/Health/Doctor Visit	2.1%
Libation/Culinary (Net)	7.6%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	7.6%	Avg. Party Size (Adults and Children)	1.58 persons
Winery/Distillery/Brewery Tours	0.0%	One Male Only	39.2%
		One Female Only	8.3%
		One Male and One Female	44.2%
		Two Male and Two Females	3.0%
		Three or More Adults	0.3%
		Adults with Children	5.0%

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Days)	
Average Length (Incl. Days)	1.03	days	Paid Accommodations	63.1%
Average Length (Overnight Only)	1.5	nights	Hotel/Motel	63.1%
Day –Trips	81.1%		High-End	6.0%
1-3 Nights	17.5%		Mid-Level	23.3%
4-7 Nights	1.5%		Economy	33.8%
8+ Nights	0.0%		Other Hotel/Motel	0.0%
Primary Mode of Transportation (Person-Days)			Non-Hotel/Motel	0.0%
Air	4.1%		Non-Paid Accommodations	36.9%
Auto Travel (Net)	95.8%		Other Overnight	0.0%
Other Transportation (Net)	0.1%			
Bus	0.1%			
Train	0.0%			
Other	0.0%			
Distance Traveled One-Way from Home (Person-Days)				
Average Distance Traveled	254	miles		
250 Miles or Less	58.5%			
251-500 Miles	34.8%			
500-1000 Miles	1.2%			
1001 Miles or More	5.5%			

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	31.2%	Avg. Per Person Per Day Spending	\$127.50
Transportation - Excluding Airfare	29.2%	Transportation - Total	\$39.70
Transportation - Airfare	1.9%	Transportation - Excluding Airfare	\$37.30
Transportation - Rental Car	0.7%	Transportation - Airfare	\$59.10
Transportation - Other	28.5%	Transportation - Rental Car	\$131.80
Food	20.5%	Transportation - Other	\$36.40
Lodging - Total	9.1%	Food	\$26.20
Lodging - Room	8.9%	Lodging - Total	\$39.70
Lodging - Services	0.2%	Lodging - Room	\$38.80
Shopping	38.3%	Lodging - Services	\$0.90
Entertainment	0.4%	Shopping	\$48.90
Miscellaneous	0.5%	Entertainment	\$0.50
		Miscellaneous	\$0.60

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA				MSA	
Demographic Profile (Person-Days)					
Average Age		52.6	Employment		
	18-34 Years	14.6%		Employed	73.9%
	35-49 Years	25.0%		Retired	8.1%
	50-64 Years	35.9%		Not Employed	17.9%
	65+ Years	24.6%			
Marital Status					
Average HH Income (in \$1,000)		\$115,146		Married	76.5%
	Under \$25,000	10.4%		Never Married	21.4%
	\$25,000-\$49,999	20.8%		Divorced/Widowed	2.1%
	\$50,000-\$74,999	16.3%			
	\$75,000-\$99,999	6.8%	Children in Household		
	\$100,0000+	45.7%		Yes	49.8%
				No	50.2%

Odessa MSA Small Sample – Use with caution

Midland, TX MSA

Midland, TX MSA Executive Summary

Highlights of Visitors to the Midland MSA

- Texans generated 60.0% of Person-Days to the Midland MSA; Non-Texans 40%
- Top 3 Texan origin DMAs (Houston, Odessa-Midland, Austin); Non-Texan DMAs (Wilkes Barre-Scranton, PA, Washington DC (Hagerstown, MD), Albuquerque-Santa Fe, NM)
- Leisure travel represented 56.5% of Person-Days to the Midland MSA; Vacation 0.2% and Non-Vacation 56.3%
- Business travel represented 43.5% of Person-Days to the Midland MSA; Meetings 4.3% and Transient 39.3%
- Activity categories participated: Attractions 4.3%, Culture 10.8%, Family/Life Events 18.6%, Libation/Culinary 22.0%, Nature 2.0%, Outdoor Sports 1.2%, General 53.9%
- Average Party Size (Adults and Children) 1.41 persons
- Average Length of Stay was 3.1 days (overnight and days); 4.83 nights (overnight only).
- 74.1% traveled by Auto; 25.9% by Air
- Average distance traveled 649miles
- Accommodation Type: Paid 37.3%; Non-Paid 62.7%; Other Overnight 0.0%
- Average Per Person Per Day Spending \$93.40
- Average Age 48.4 years
- Average Household Income \$119,971
- Employment: Employed 61.0%, Retired 21.2%, Not Employed 17.8%
- Marital Status: Married 70.3%, Never Married 11.3%, Divorced/Widowed 18.5%
- Children in Household: Yes 46%, No 54%

Midland MSA Small Sample – Use with caution

Midland, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Midland MSA was estimated at 1.61 million in 2014, and the volume of Person-Days was estimated at 3.98 million.

The Midland MSA's share of total Person-Days to Texas ranked 18 out of 26 Texas MSAs.

Midland, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2014	3.98	1.79	2.19
2013	3.84	2.03	1.81
2012	3.59	1.99	1.61
Person-Stays	Total	Leisure	Business
2014	1.61	0.68	0.93
2013	1.48	0.85	0.63
2012	1.36	0.78	0.58

Midland, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2014	0.5%	0.6%	0.5%
2013	0.9%	0.6%	1.7%
2012	1.4%	0.1%	4.2%

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	60.0%	Total Non-Texans (Interstate)	40.0%
Houston	13.8%	Wilkes Barre-Scranton, PA	15.3%
Odessa-Midland	11.8%	Washington, DC (Hagerstown, MD)	14.1%
Austin	8.4%	Albuquerque-Santa Fe, NM	6.3%
Dallas-Fort Worth	8.3%	Oklahoma City, OK	1.7%
Waco-Temple-Bryan	5.6%	Chicago, IL	0.8%
San Antonio	4.2%	Lafayette, LA	0.5%
Abilene-Sweetwater	3.5%	Odessa-Midland, TX	0.5%
Lubbock	1.6%	Columbus, GA	0.3%

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA		MSA	
Purpose of Stay (Person-Days)		Purpose of Stay (Person-Days)	
Total Leisure	56.5%	Total Business	43.5%
Vacation	0.2%	Meetings	4.3%
Day Trip Vacation/Getaway	0.2%	Seminar/Training	2.1%
General Vacation-Overnight	0.0%	Convention	0.0%
Getaway Weekend-Overnight	0.0%	Other Group Meeting	2.2%
Non-Vacation	56.3%	Transient	39.3%
Visit Friend/Relative	29.7%	Sales/Purchasing	15.3%
Medical/Health Care	16.5%	Construction/Repair	9.7%
Special Event (celebration, reunion)	0.5%	Consulting/Client Service	7.6%
Seminar/Class/Training (personal)	0.2%	Inspection/Audit	1.4%
Convention/Show/Conference	0.0%	Government/Military	0.0%
Other Leisure/Personal	9.4%	Other Business	5.2%

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	4.3%	Nature (Net)	2.0%
Amateur Sports (attend/participate)	4.2%	Parks (national/state, etc)	1.8%
Nightlife (bar, nightclub, etc.)	0.1%	Camping	0.2%
Professional Sports Event	0.0%	Eco/Sustainable Travel	0.0%
Culture (Net)	10.8%	Outdoor Sports (Net)	1.2%
Movies	8.3%	Water Sports	0.9%
Historic Sites	3.5%	Golfing	0.3%
Touring/Sightseeing	1.0%	Extreme/Adventure Sports	0.0%
Family/Life Events (Net)	18.6%	General (Net)	53.9%
Visit Friends/Relatives (general visit)	12.3%	Shopping	17.5%
Personal Special Event (Anniversary, Birthday)	3.3%	Business	16.7%
Reunion/Graduation	2.6%	Religious/Faith Based Conference	9.8%
Libation/Culinary (Net)	22.0%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	22.0%	Avg. Party Size (Adults and Children)	1.41 persons
Winery/Distillery/Brewery Tours	0.0%	One Male Only	47.8%
		One Female Only	29.4%
		One Male and One Female	9.3%
		Two Male and Two Females	3.5%
		Three or More Adults	3.0%
		Adults with Children	7.0%

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA				MSA		
Length of Stay (Stays)			Accommodation Type (Person-Days)			
Average Length (Incl. Days)		3.1	days	Paid Accommodations		37.3%
Average Length (Overnight Only)		4.83	nights	Hotel/Motel		33.2%
	Day –Trips	51.4%		High-End	1.1%	
	1-3 Nights	31.6%		Mid-Level	26.0%	
	4-7 Nights	9.6%		Economy	6.1%	
	8+ Nights	7.4%		Other Hotel/Motel	0.0%	
Primary Mode of Transportation (Person-Days)				Non-Hotel/Motel		4.1%
	Air	25.9%		Non-Paid Accommodations		62.7%
	Auto Travel (Net)	74.1%		Other Overnight		0.0%
Other Transportation (Net)		0.0%				
	Bus	0.0%				
	Train	0.0%				
	Other	0.0%				
Distance Traveled One-Way from Home (Person-Days)						
Average Distance Traveled		649	miles			
	250 Miles or Less	19.8%				
	251-500 Miles	48.7%				
	500-1000 Miles	1.0%				
	1001 Miles or More	30.5%				

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	40.2%	Avg. Per Person Per Day Spending	\$93.40
Transportation - Excluding Airfare	26.9%	Transportation - Total	\$37.50
Transportation - Airfare	13.3%	Transportation - Excluding Airfare	\$25.10
Transportation - Rental Car	3.0%	Transportation - Airfare	\$49.50
Transportation - Other	23.9%	Transportation - Rental Car	\$47.50
Food	23.0%	Transportation - Other	\$22.30
Lodging - Total	25.6%	Food	\$21.50
Lodging - Room	25.6%	Lodging - Total	\$76.60
Lodging - Services	0.0%	Lodging - Room	\$76.90
Shopping	8.3%	Lodging - Services	\$0.00
Entertainment	2.5%	Shopping	\$7.80
Miscellaneous	0.3%	Entertainment	\$2.30
		Miscellaneous	\$0.20

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA			MSA	
Demographic Profile (Person-Days)				
Average Age		48.4	Employment	
	18-34 Years	30.9%	Employed	61.0%
	35-49 Years	23.7%	Retired	21.2%
	50-64 Years	27.0%	Not Employed	17.8%
	65+ Years	18.4%		
Marital Status				
Average HH Income (in \$1,000)		\$119,971	Married	70.3%
	Under \$25,000	6.0%	Never Married	11.3%
	\$25,000-\$49,999	26.8%	Divorced/Widowed	18.5%
	\$50,000-\$74,999	11.5%		
	\$75,000-\$99,999	11.7%	Children in Household	
	\$100,0000+	44.0%	Yes	46.0%
			No	54.0%

Midland MSA Small Sample – Use with caution

Appendix

Basic Units of Measure

The majority of data in the report is presented in travel person "days," also referred to as "Person-Days." The use of "days" accounts for the difference in party size and travel duration between travel parties. For example, each person does not spend the same amount of time at a travel destination. One person may stay for one day while another stays for eight days, each generating different revenue and economic impacts; therefore, "Person-Days" based data captures a fuller impact of a person's travel and represents a more comprehensive understanding of the competitive destinations market. "Person-Days" includes Day-Trips of over 50 miles one-way as well as overnight trips. Overnight trips are converted to "days" by adding to the number of nights a "day" factor.

"Person-Stays" represents the measure of the travel industry for which one person accounts for one trip regardless of trip length. "Person-Stays" is used to estimate travel volume. While "Person-Stays" does not capture the full impact of a person's travel, volume in "Person-Stays" is widely used in the industry. The estimated volume therefore allows comparison with other industry sources. "Person-Stays" includes Day-Trips of over 50 miles one-way and overnight trips.

"Trip-Days" represents the number of travel days spent in the market, regardless of the number of people in the travel party, and allows trips of longer length by any particular trip party type to have a greater weight than shorter trips. This measure is used to report trip party composition.

Volume/Share of Travel:

The volume of travel is estimated as the number of Person-Stays as well as the number of Person-Days at a specific destination. The share of travel is the percentage of total Person-Days to Texas accounted for by a specific destination. This information is helpful in assessing the relative volume of travel to specific destinations.

Designated Market Area (DMA):

A DMA is geographic area defined by Nielson Media Research, Inc. for what is commonly known as a television broadcast market. Every U.S. county is one and only one DMA. The data present a list of top Texas origin DMAs as well as Non-Texas origin DMAs. Some Texas DMAs are larger than 50 miles and include out-of-state counties. This information is very useful when evaluating advertising markets.

Purpose of Stay:

The primary reasons for visiting a destination are outlined. Business Person-Days are divided into Group Meetings (e.g., conventions/seminars) and Transient Business (e.g. sales/consulting). Leisure Person Days are segmented into Leisure Vacation (e.g., general vacation/getaway weekend) and Leisure Non-Vacation (e.g., visiting friends and relatives/special event). They are also segmented by activities that are grouped in various categories, such as: Attractions, Outdoor Sports, Nature, Culture, and Touring. Information on purpose of stay and activities is useful in understanding travel motivations and has direct implications for advertising messages.

Travel Party Composition/Length of Stay:

Trip Party Composition is defined as the makeup of people in the immediate travel party. Trip Party Compositions include the following segments: adults traveling with children (families), couples (one male/one female), one male alone, one female alone, or other adult combinations. The Length of Stay is distributed into Day-Trips, short trips (1-3 nights), medium trips (4-7 nights), and long trips (8+ nights). Information obtained from Trip Party Composition and Length of Stay helps profile the traveler. Both measures are strongly related to the purpose of stay. For instance, the Transient Business person (e.g., salesperson) generally travels alone and has a shorter trip length.

User's Guide

Expenditures:

Data on expenditures represent direct spending per person per day for six expenditure categories: transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures. Expenditure information is critical in assessing the direct economic impact of visitors.

Mode of Transportation/Distance Traveled:

The primary modes of transportation include air, car, bus, train, van/small truck, and camper/RV. The distance traveled (one-way) from home is categorized into short distances (less than 250 miles), medium distances (251 to 500 miles; 501 to 1,000 miles), and long distances (1,001 miles or more). This information is useful in deciding on advertising vehicles and communication reach.

Type of Accommodations:

The proportion of Day-Trips versus one or more nights travel is shown. Lodging types are distributed into paid accommodations (i.e., hotel/motel and non-hotel/motel) and non-paid accommodations. The strength of the hotel/motel market is compared to other paid and non-paid accommodations.

Demographic Profile:

Visitors' age, income, and employment status are key to determining the socioeconomic profile of visitors.

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size for 2014	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Total Texas	9,434	0.2%	0.3%	0.4%	0.6%	0.8%
Big Bend Region	415	0.8%	1.5%	2.1%	3.1%	4.0%
El Paso, TX MSA	250	1.0%	1.9%	2.7%	3.9%	5.2%
Odessa, TX MSA	42	2.5%	4.7%	6.7%	9.6%	12.7%
Midland, TX MSA	69	2.0%	3.6%	5.2%	7.5%	9.9%

Research Methodology

DKSA's **TRAVEL PERFORMANCE/MonitorSM** is a comprehensive study measuring the travel behavior of US residents. DKSA contacts 50,000 distinct U.S. households monthly and has done so since 1991. DKSA is able to provide current behavior and long term trended analyses on a wide range of travel.

DKSA data are collected using an online methodology employing KnowledgePanel®, an address based sample panel offered by Knowledge Networks. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates. The Knowledge Networks sample is used to create benchmark weights which are applied to surveys returned from other managed panels used by DKSA.

Both traveling and non-traveling households are surveyed each month enabling DKSA to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

About DKSA

D.K. Shifflet & Associates Ltd. is the leading U.S. consumer travel research firm. DKSA is located in McLean, VA and has, for the last 27 years, provided the industry's most complete consumer based travel data on U.S. residents and their travel worldwide. Our clients include destination marketing organizations, theme parks, credit cards, auto clubs, hotel chains and more.

"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DKSA's Quality control committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.